

Ralphs Opens South Bay Store Today!



ANDY and VIRGINIA MANSFIELD, stars of "Turn Back the Clock," KFI's popular show every morning at 8:45-9:30, will greet their friends and autograph records at Ralphs opening Thursday afternoon, May 2, at 1:00 o'clock.

Ralphs Gold Tape Dividends Debut Thursday

A fabulous set of stainless steel cookware will be offered as a prize at Ralphs South Bay Opening, to dramatize the prizes that everyone can claim with Ralphs gold cash-register tapes.

These gold tapes are received with every purchase at Ralphs, saved in sums of \$20 worth of purchases from day to day, and turned in for truly wonderful dividends entirely free.

The stainless steel cookware, for instance is the fabulous 3-ply heavy-gauge Duncan Hines stainless steel for modern, waterless cooking. The handles are flame-guard black bakelite and the covers have a tarnish-proof copper-trimmed knobs. Included in the complete set are Sauce Pans, Dutch Ovens, Skillets, a cake pan, a pie pan and a singing teakettle, but any one item is given out, absolutely free of cost, when a sufficient number of gold cash-register slips has been accumulated.

All the Gold Dividends are practical and beautiful. They include Modern Kitchen Tools in stainless steel with plastic colored handles and racks to hang them on; seamless or stretch nylons, Stainless Steel Mixing Bowls in four sizes; Vinylmaid Dish Drainer and matching polyethylene drainboard mat. New dividends are added to the list from time to time.

STAR VALUES, TOO!

Turn to Ralphs big two-page advertisement in this paper for news of terrific values in a great chain-wide celebration sale at all 35 Ralphs complete food stores . . . marking the opening of Ralphs South Bay Store . . . Thursday, Friday, Saturday and Sunday—May 2, 3, 4 and 5.

RALPHS STORE IS MANNED BY EXPERTS

Earl Miller, manager of Ralphs new South Bay Store has an efficient staff to help keep things moving. They are:

Paul Haggerty, assistant manager; Robert Martin, third man; Lawrence Peterson, fourth man; John LaFianza, receiving clerk; Ralph Olea, assistant receiving clerk; John Zamarilla, meat department; Lyle Fendell, produce; Margaret Kidder, bakery; Allen Gray, delicatessen; and Jewel Scribner, head cashier.

Orchids for The Ladies!

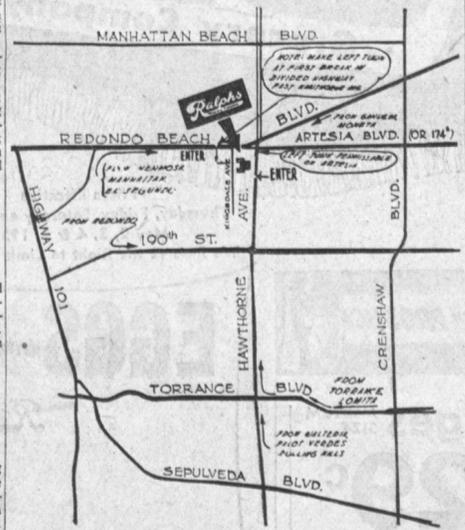
Free orchids will be presented to ladies attending Ralphs Opening Thursday, Friday, and Saturday from 10 A.M. until 6 P.M. These are flown direct from Hawaii, by the C&H Sugar Co.

Watch for The Clown!

It wouldn't be a Ralphs opening without a Clown to delight the children, so look for him, Thursday, Friday and Saturday, from 2 in the afternoon until 9 at night.

Just See What's Waiting for You at Ralphs Grand Opening of the South Bay Shopping Center, Now!

Here's How to Get There!



It's an event, when a new Ralphs Complete Food Store comes to a community, and there never was a Ralphs opening planned to touch the Grand Opening that invites you to Ralphs new store in the South Bay Shopping Center at Redondo Beach and Hawthorne Blvds.

Another page of this paper tells about the twelve shows Chef Milani is staging for the opening two more pages tell about the terrific values waiting for you, and do look at all the excitement outlined for you on this page.

Best of all, the searchlights, the entertainment, the souvenirs, the fan-fare of opening days chiefly call to your attention the fact that you now have in your community the newest and largest store of Southern California's oldest and largest grocery chain, Ralphs Grocery Co., established in 1873!

You'll enter a brand new Ralphs, with the very latest features of successful super-markets: Automatic doors, giant directory, speediest check-out stands, parking for 5,000 cars, snack bar, wide aisles, brilliant lighting.

You'll be able to buy specialties found nowhere else in the world: Prize cakes, pies, bread and rolls from Ralphs own bakery, award-winning milk and cream and superb ice cream from Ralphs own creameries, and choice foods from Ralphs own delicatessen. And you'll find that at Ralphs, everything is minimum-priced and unconditionally guaranteed.

So enjoy opening days at Ralphs new South Bay Store, and plan to enjoy Ralphs quality foods and Ralphs values for years and years to come!

The map shows Ralphs new store in the South Bay Shopping Center, where Redondo Beach Boulevard, Hawthorne Boulevard (or Avenue) and 174th Street (or Artesia Road) cross. Follow these easy directions to find your way into the mammoth shopping center, with the traffic signal as your guide:

East, on Redondo Beach Blvd.: As you approach the traffic signal, watch for Kingsdale Avenue; turn right.

North, on Hawthorne: As you approach the traffic signal, watch for the entrance into the shopping center; turn left.

West, on 174th Street: Turn left at the traffic signal, south on Hawthorne, and make a right turn into the shopping center.

West, on Redondo Beach Blvd.: No left turn permitted here, so go ahead on the green light and

turn left at the first break in the highway, make a U-turn and back-track east on Redondo Beach Blvd., then right on Kingsdale Avenue and into the center.

South, on Hawthorne: Through the green light, and turn right into the center.

And, come again!



KTLA's POP-EYE, TOM HATTEN, will draw pictures from youngsters' squiggles, and give away prizes Friday from noon until 1 P.M. The Pop-Eye Pop-Corn machine will be in action Thursday, Friday and Saturday from 11:00 A.M. until 5 P.M., and there'll be free pop corn for children.



CAPTAIN JET in his flying saucer! Children's favorite TV character from Channel 2, KNX-TV, will be here in person Saturday morning, May 4, from 10 to 11, with "jet sticks" and comic books for his little friends, Courtesy of Morrell Meats.

You Are Invited To Free Buffet

Residents in the vast shopping area to be served by Ralphs new South Bay Store are cordially invited to visit the store and enjoy a free buffet Thursday, Friday, and Saturday evenings, May 2, 3, and 4, from 7 until 9 P.M.

A lavish menu has been planned, including: Fruit juices, hot soups, cold meats, variety breads, baked beans, enchiladas, potato chips, assorted cheeses, ice cream and cake, pie, cookies, soft drinks, and coffee.



KMPC's JOHNNY GRANT has made eleven trips to the Far East, three to Alaska, one to the Caribbean, one to Europe, and 700 to army camps, and he'll be at Ralphs South Bay Store Friday, May 4 at 11:00 to meet his friends and give away autographed pictures and records.

FREE RIDES FOR YOUNGSTERS



Special Train, Ferris Wheel, Autq Ride, and Flying Horses will provide free rides for the youngsters in this area. They will start after school on Thursday and Friday, when the hours will be from 3:00 until 6:00 P.M.; all day Saturday, from 10:00 A.M. until 6:00 P.M.; and after Sunday-School on Sunday, from 12:00 noon until 6:00 P.M.

Doodles Weaver!

Doodles Weaver and his ever-helpful Reita Green of "Doodles Clubhouse," KNXT's Saturday show following the ball-game on Channel 2, will greet friends and fans at Ralphs Opening, Thurs., May 2 from 2 to 3 in the afternoon.

L. P. ALBUMS GIVEN

Twenty L. P. albums will be presented to visitors at Ralphs opening by visiting celebrities through the courtesy of Music City Record Racks. They include "Pat," by Pat Boone; "After Midnight," by Helen Graye; "Ridin' High," with The Sabres; and Edye Gorme album.

SNO-CONE MACHINES!

The clever machines that make Sno-Cones will be in action at Ralphs Opening, courtesy of Spreckles Sugar Co., and will be busy turning out free confections for the youngsters, Friday and Saturday from 10 A.M. to 4:00 P.M.

80 WILL WIN FINE PRIZES

It is not necessary to write anything, or guess anything, or buy anything to be eligible for a fine prize celebrating Ralph opening! Merely sign your name, address and telephone number at Ralphs new South Bay store, now until 8 o'clock Saturday, May 11, when a public drawing will be held at the store.

Prizes are: O'Keefe & Merritt Gas Range, Amana Freezer-Plus-Refrigerator, 12 "Mountains of Groceries," Duncan Hines Stainless Steel Cookware, Free Groceries for a Month, Blisscraft Plastic Set, Artistic Wire Ware, 12 Ralphs Miniature Trucks and Trainers, Motorola 14-in Portable TV, and Motorola 5-Tube Table Model Radio with airplane dial, from Rell's Television, 4407 Redondo Beach Blvd., and 50 Pacific Drive-In Theater Passes.

Pacific Drive-In Theatre Passes

Fifty lucky winners in the prize-drawing celebrating Ralphs South Bay opening will receive passes to Pacific Drive-In Theaters, each pass entitling a car and its occupants free admission to the theater.

WESTERN MUSIC, DAILY!

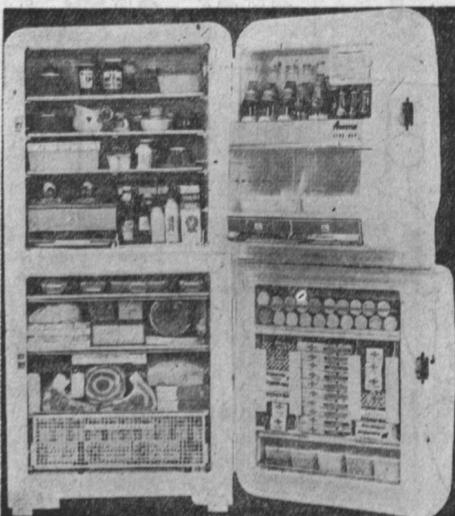


ROY LANHAM (above) with his "Whipporills," TV favorites on Cliffie Stone's "Hometown Jamboree," will perform Friday, May 3, from 10 A.M. to 6 P.M.

EDDIE CLETO and his gang will strum out Western songs Thursday, May 2, and Saturday, May 4, from 10 in the morning until 6 in the evening.

CALENDAR OF EVENTS	
THURSDAY, MAY 2	FRIDAY, MAY 3
9 A.M.—Store Opens	10 A.M.—Roy Lanham and "Whipporills"
10 A.M.—8 P.M.—Eddie Cleto and Entertainers	11 A.M.—Johnny Grant of KMPC
1-2 P.M.—Andy and Virginia, from KFI	Noon-1 P.M.—"Pop-Eye" (Tom Hatten) from KTLA
2 P.M.—Doodles-Weaver and Reita Green, Channel 2	3-8 P.M.—Free Rides for Youngsters
3-8 P.M.—Free Rides for Youngsters	3-4 P.M.—Chief Milani's Circus
3-4 P.M.—Chief Milani's Circus	
3:30 P.M.—Dick Whittinghill, of KMPC	
4-5 P.M.—Chief Milani's Musical Caravan	
5-6 P.M.—Chief Milani's Circus	
7-9 P.M.—Free Buffet—Everyone Invited	
7-8 P.M.—Chief Milani's Musical Caravan	
SATURDAY, MAY 4	SUNDAY, MAY 5
10 A.M.—8 P.M.—Eddie Cleto and Entertainers	12 Noon-8 P.M.—Free Rides for Youngsters
10-11 A.M.—Capt. Jet, KNX-TV, and his Flying Saucer	
11 A.M.—Noon—Chief Milani's Circus	
2 P.M.—Chief Milani's Circus	
3 P.M.—Chief Milani's Circus	
4-5 P.M.—"Skipper Frank" from KTLA	
7-9 P.M.—Free Buffet—Everyone Invited	
7-8 P.M.—Chief Milani's Musical Caravan and Amateur Show	

WIN ONE OF THESE FINE PRIZES



AMANA FREEZER-PLUS-REFRIGERATOR, filled with choice foods will go to a lucky winner in Ralphs Prize Drawing. This magnificent modern equipment provides almost 18 cubic feet of planned storage space but takes no more floor-space than an ordinary refrigerator.

O'KEEFE & MERRITT GAS RANGE now on exhibition at Ralphs South Bay Store is a major prize that some lucky person will win. It is the deluxe 40-inch grille-top model with fully automatic clock and chrome top.

RELL'S PRIZES
Rell's Television, 4407 Redondo Beach Boulevard, welcomes Ralphs to the South Bay Shopping Center with two fine prizes for the public drawing: "Motorola" 14-inch Portable TV, and "Motorola" 5-tube, table model radio with the airplane dial.

